U.S. Census Bureau
Corporate Identity and Branding Standards

Style Guide

December 2018

United States® Census Bureau

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INTRODUCTION

About Our Brand

The U.S. Census Bureau is the nation's leading source of data and the public should trust that data.

When the public receives mail with the Census Bureau logo on it, they should be inclined to open it and respond.

And when responding to one of our surveys, they should trust us to keep their data safe.

All of these are positive feelings and reactions we want people to experience when they hear or see the Census Bureau name.

We want people to know that the Census Bureau produces accurate data about our nation's people, places, and economy. Equally as important, we want them to trust us to keep their data safe and confidential.

This is our brand, and all of us must constantly work to support and protect it.

The American people have a generally positive attitude toward the decennial census. It's specifically mandated in the Constitution. It's foundational to our democratic system of government. It demands every household's attention every 10 years.

It's so well recognized, in fact, that often the smaller surveys we conduct are met with suspicion or confusion.

Our branding and corporate identity guidelines are part of building trust with survey respondents in between the decennial censuses.

When our materials consistently display our logo and other official look and feel elements, people can recognize and verify them as legitimate.

Our surveys, as well as the economic census, benefit from the goodwill of the decennial census when they are visually linked to the Census Bureau brand.

So when people are invited to participate in one of our surveys, the connection to the Census Bureau—and all it stands for—is unmistakable.

"Measuring America—People, Places, and Economy"

Our tagline, "Measuring America—People, Places, and Economy," reinforces our purpose and mission. We will use this tagline to drive home the scope of the work we do.

Objectives

- Consistently apply the corporate identity standards and branding to illustrate that the Census Bureau is the leader of official U.S. statistical methodology and reliable data collections.
- Effectively promote activities conducted by the Census Bureau.
- Provide guidelines for contractors, vendors, and partners who produce materials for and with us.
- Maintain the most effective visual presence of the Census Bureau's core identity to serve as the organization's long-term corporate brand.

Corporate Identity Standards and Branding

The standards outlined in this guide should be applied to all communications materials, including but not limited to the following:

- Conference materials
- Data visualizations
- E-mail
- Promotional materials
- Publications
- Social media channels
- Videos

A Message From the Members of the Corporate Identity and Branding Standards Team

This updated style guide aims to better align the look and feel of all of our communications materials, from digital to print. Use this guide when making design decisions on everything from Web sites, publications, signage, and slide decks to e-mail signatures, newsletters, and videos. We will provide updates to this guide as the need for additional detail becomes apparent.

The goal of our corporate identity program is to present the Census Bureau in a unified, positive way. We want everyone that interacts with us and our data to have a clear sense of the quality of our data and to trust its confidentiality. In order to accomplish this goal, every one of us must protect our brand by diligently following these guidelines.

Christine E. Taylor (Cochair)	Assistant Division Chief, Public Information Office
Lisa Wolfisch (Cochair)	Acting Chief, Center for New Media and Promotions
Michele Bartram	Customer Experience Officer
Michael C. Cook	Chief, Public Information Office
Michele C. Hedrick	Special Assistant
Jeffrey Meisel	Chief Marketing Officer
Victor E. Romero	Content Integrator
Janet S. Sweeney	Creative Services Manager

CENSUS BUREAU'S BRAND NAME

Except for the Bureau of the Census seal (used only on official and legal documents), we will refer to our agency as the U.S. Census Bureau or the Census Bureau. For external communications, in the first reference to the agency only, use **U.S. Census Bureau**; on all subsequent references within the communication, use **Census Bureau**. For internal communications, always use **Census Bureau**.

Never use **the Bureau**, **Census,** or **BOC** alone when referring to the agency or its programs and work.

CENSUS BUREAU LOGO

The Census Bureau logo (known as the standard logo) is the most important element of our corporate identity and branding. We use it on digital and print materials to help our customers clearly recognize us.

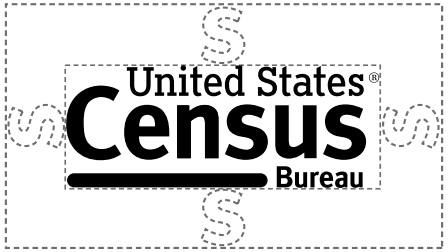
Use the DOC endorsement (known as the lockup) on all public-facing materials associated with our data.

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Do not use the lockup on promotional materials or materials intended for an internal audience only.

Logo Placement

The standard logo should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Census") of unused space around it.



Logo Color

PANTONE® 647

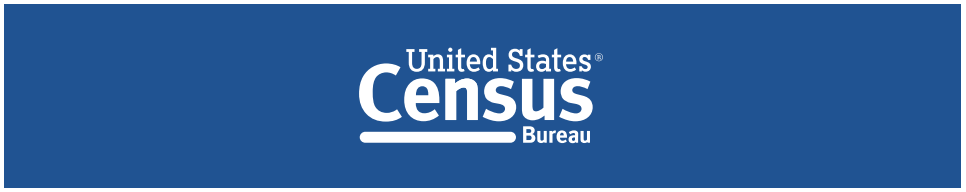
Color builds for
PANTONE® 647

C=95	**205493**
M=75	R=32
Y=14	G=84
K=2	B=147

Note: The PANTONE® color shown is for example only. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

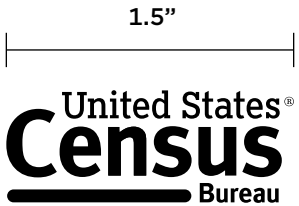
Color Options

The preferred use of the logo is blue on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo and lockup must have enough contrast to be clearly legible.

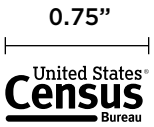


Reproduction Size

The logo size for a standard 8.5” x 11” page should be 1.5” wide.



You can reduce the size of the logo, but it cannot be so small that its readability or reproduction quality is jeopardized. In general, the logo should be no smaller than 0.75” wide.



LIMITED-USE LOGOS

American Indian or Alaska Native (AIAN) Logo

The AIAN logo consists of the words “United States Census Bureau” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN logo should never be used together with the standard logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.

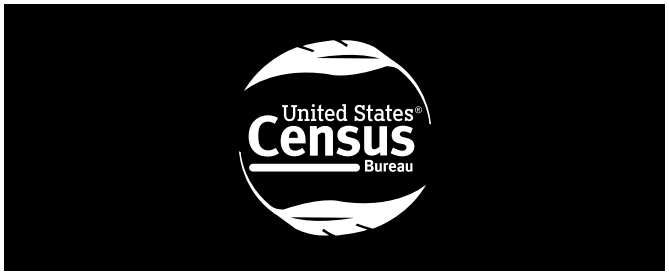
AIAN Logo Color Options

The preferred use of the AIAN logo is blue words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Black and Pantone® 647[1]

Black

Reversed on a solid background



[1] See Pantone® 647 color builds on page 6.

Puerto Rico Logo

The Census Bureau's in-language Puerto Rico logo consists of the words "Oficina del Censo, Estados Unidos, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico logo should never be used together with the standard logo on any material.

When the Puerto Rico logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.

Puerto Rico Logo Color

PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	**671E75**
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Oficina del® Censo Estados Unidos
Puerto Rico

Black

Oficina del® Censo Estados Unidos
Puerto Rico

Reversed on a solid background

Oficina del® Censo Estados Unidos
Puerto Rico

THE DECENNIAL CENSUS LOGO

The decennial census logo is our best-known and most-used asset. It is the cornerstone of our census promotional program. Since the 2000 Census, the decennial logo has been presented in a consistent fashion, and its use is governed by strict rules. If it is used haphazardly, the logo's ability to communicate consistent quality and trust will be diminished. Your assistance and cooperation in the protection of the decennial logo is valued and appreciated.

The decennial logo timeline

1980	1990	2000	2010	2020

The 2020 Census Logo

The 2020 Census logo is a descendant of the 2000 Census logo. By design, it is built upon and reinforces the branding gains of the two preceding decennial censuses.

When the 2020 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. As with the standard logo, the 2020 Census logo must have one "s" height (from the word "Census") of unused space around it.

2020 Census logo Color

PANTONE® 194

Color builds for
PANTONE® 194

C=8	**9B2743**
M=100	R=155
Y=55	G=39
K=37	B=67

Color Options

The preferred use of the 2020 Census logo is red on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 194

Black

Reversed on a solid background

Usage Requirements

The 2020 Census logo is not a stand-alone logo, it must always be used with the standard logo on promotional materials and with the lockup on all public-facing materials associated with decennial data. For print and Web products, the standard logo or lockup is always placed on the lower left, the 2020 Census logo is always placed on the lower right. No other information, such as form numbers or issue dates, should be placed below the logos.

Sample placement

LIMITED-USE DECENNIAL LOGOS

American Indian or Alaska Native (AIAN) Decennial Logo

The AIAN decennial logo consists of the words “United States Census 2020” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.

AIAN Decennial Logo Color Options

The preferred use of the AIAN decennial logo is red words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Black and Pantone® 194[1]

Black

Reversed on a solid background

[1] See Pantone® 194 color builds on page 15.

Puerto Rico Decennial Logo

The Census Bureau's in-language Puerto Rico decennial logo consists of the words "Censo 2020, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the Puerto Rico decennial logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.

Puerto Rico Logo Color

PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	**671E75**
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Censo® 2020 Puerto Rico

Black

Censo® 2020 Puerto Rico

Reversed on a solid background

Censo® 2020 Puerto Rico

U.S. DEPARTMENT OF COMMERCE AND U.S. CENSUS BUREAU SEALS

U.S. Department of Commerce

U.S. Census Bureau

The Department of Commerce (DOC) and the Census Bureau seals are used on legal documents that are signed by and carry the names and titles of the Secretary of Commerce and the Director of the Census Bureau.

The seals are also used on all awards, legal certificates, and attestations such as the following:

DOC Seal	Census Bureau Seal
• Publications for public distribution, on the title page.	• Publications for public distribution, on the roster page.
• Survey letters.	• Copies of documents requiring authentication that the material is a true copy of the original.
	• Official statements of the population of municipalities and other places, when requested.
	• Special tabulations and compilations, when requested.

The seals are not used on presentations or internal communications.

More detailed information on seals and their usage is available through the Policy Coordination Office/Policy Portal page on Census Central.

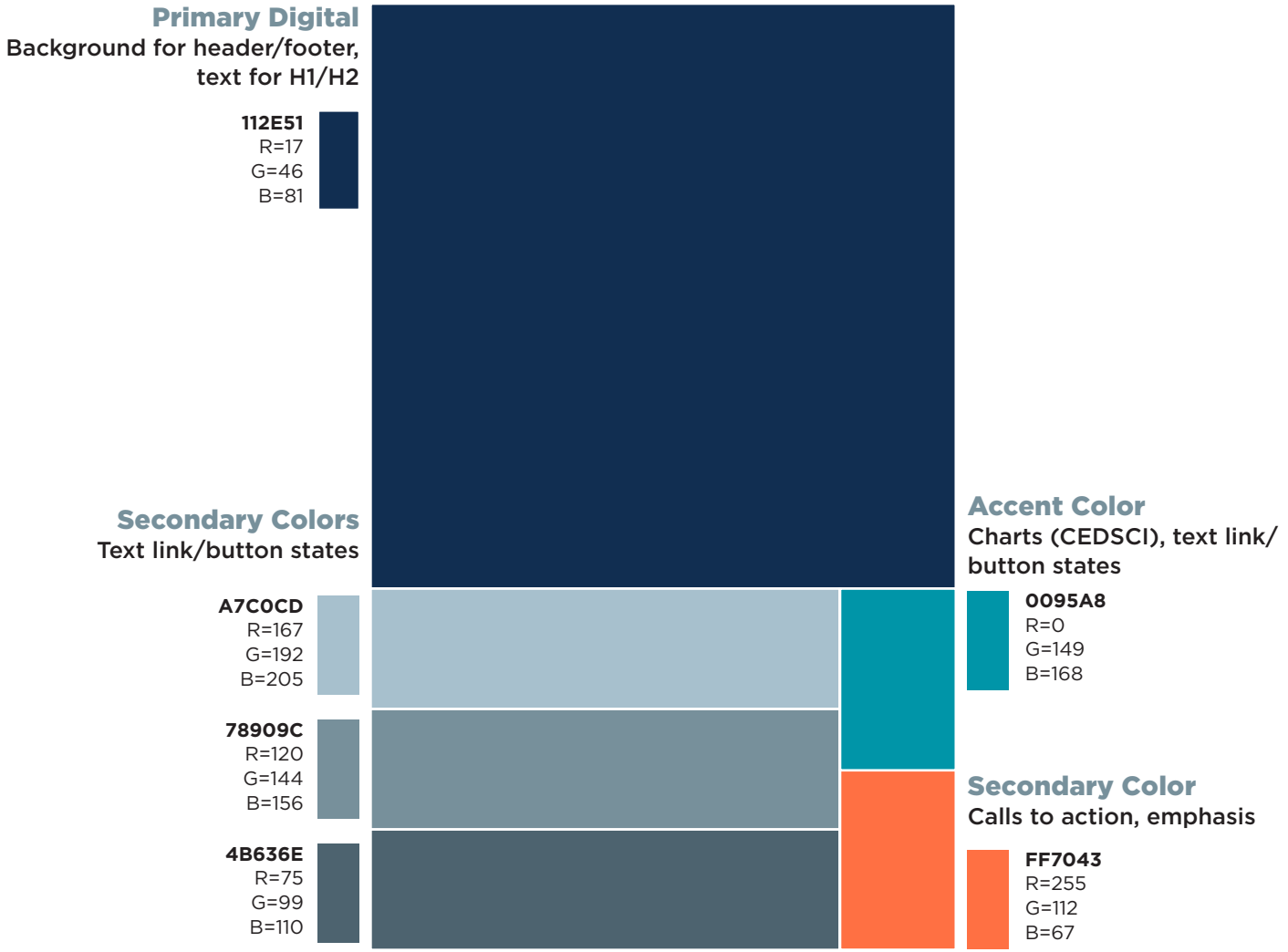
COLOR

A unified color palette is an essential component of corporate identity and branding. Color consistency helps our customers recognize and connect with us.

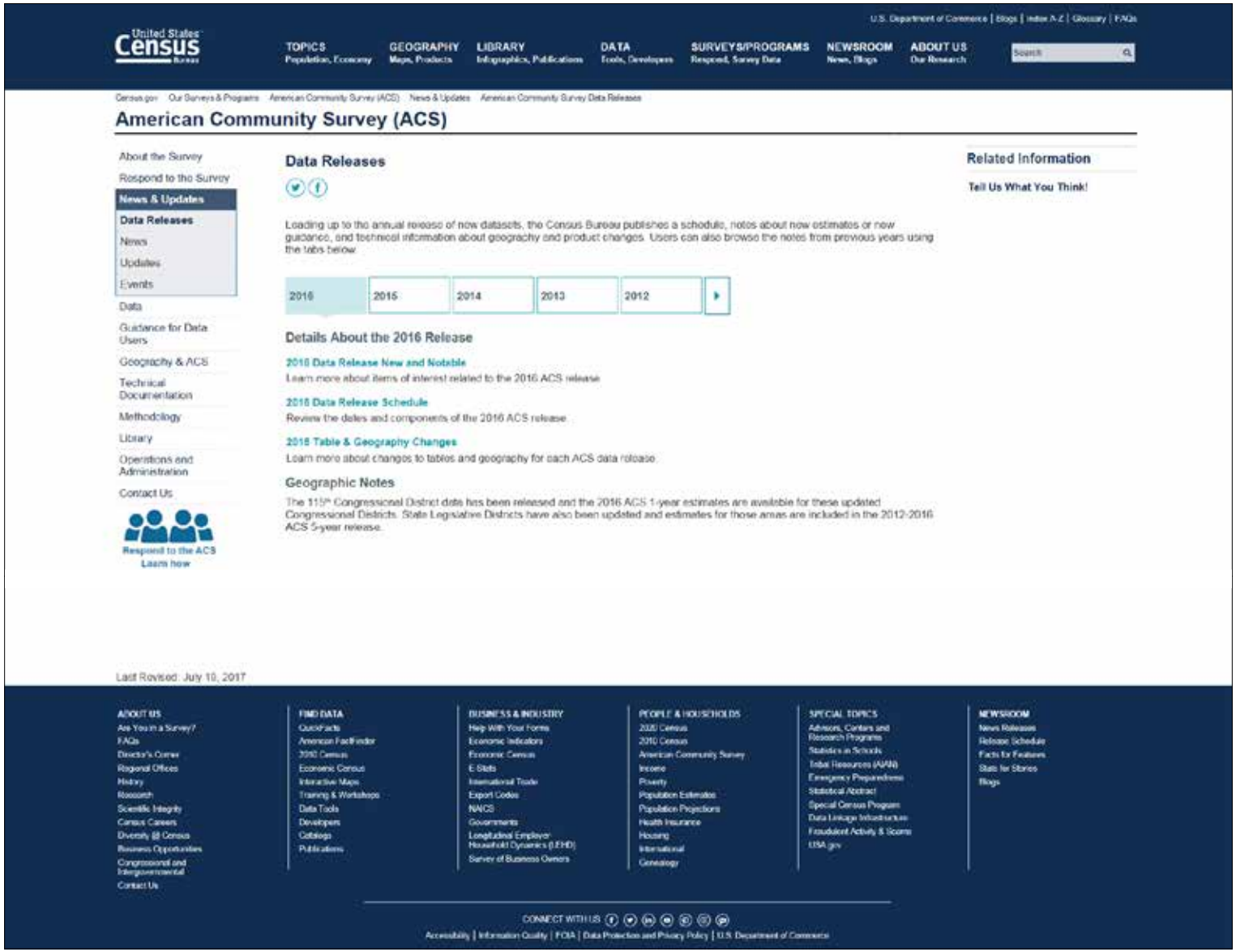
The following pages define the color palette for the digital experience (census.gov) and for print and Web products. The majority of the colors are the same. The two exceptions are the primary blue color is darker in the digital experience and the print and Web products palette has additional accent colors to accommodate special campaigns. A sample census.gov page (see page 20) displays the use of the two color palettes.

Digital Experience	Print and Web Products
Primary color • The header/footer background • Text for H1/H2	**Primary color** • Large blocks of color • Titles and subheads
Secondary colors • Text link/button states • Calls to action, emphasis	**Secondary colors** • Backgrounds • Subtitles
Accent color • Charts • Text link/button states	**Accent colors** • Where appropriate for emphasis and visual interest

Census Bureau Corporate Colors
Digital Experience



*Sample **census.gov** Page: Header-Footer Design*



Census Bureau Corporate Colors
Print and Web Products

Primary Color
Large blocks of color, titles, and subheads

C=95 M=75 Y=14 K=2 — **205493** R=32 G=84 B=147

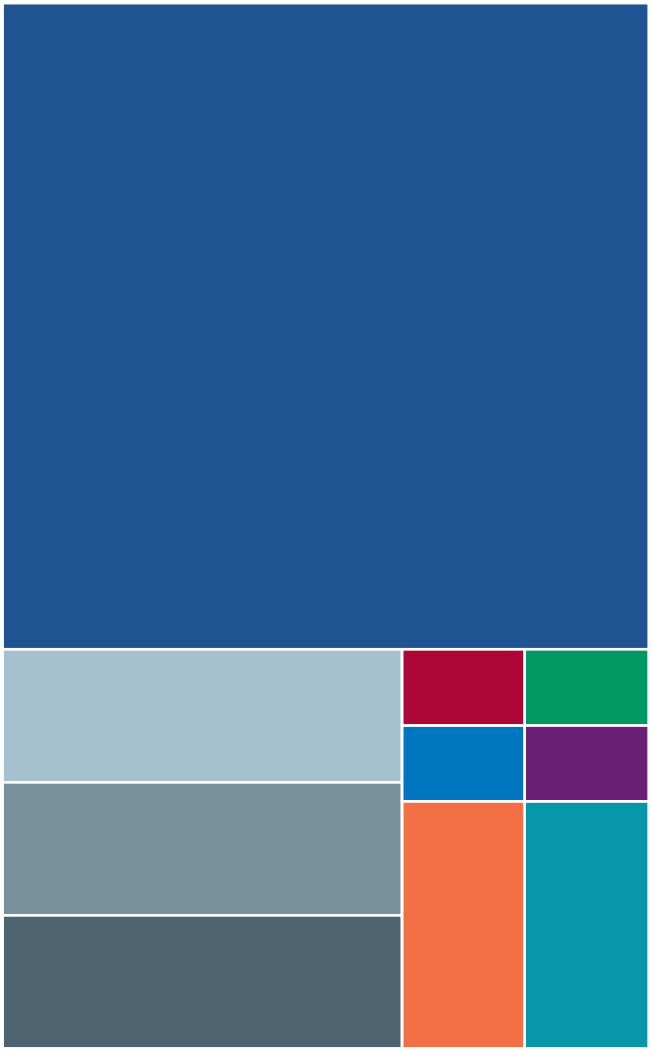
Pantone® 647

Secondary Colors
Backgrounds and subtitles

C=35 M=15 Y=13 K=0 — **A7C0CD** R=167 G=192 B=205

C=57 M=35 Y=32 K=2 — **78909C** R=120 G=144 B=156

C=73 M=52 Y=44 K=19 — **4B636E** R=75 G=99 B=110



Accent Colors
Where appropriate for emphasis and visual interest

Pantone® 194
C=8 M=100 Y=55 K=37 — **9B2743** R=155 G=39 B=67

C=100 M=52 Y=0 K=0 — **0057B8** R=0 G=87 B=184

C=0 M=70 Y=78 K=0 — **FF7043** R=255 G=112 B=67

C=100 M=0 Y=80 K=10 — **009964** R=0 G=153 B=100

Pantone® 2613
C=74 M=99 Y=5 K=11 — **671E75** R=103 G=30 B=137

C=81 M=24 Y=31 K=0 — **0095A8** R=0 G=149 B=168

FONTS

This section describes the fonts for all Census Bureau communications and products. A consistent use of fonts helps our customers recognize and connect with us.

Fonts for the Digital Experience (census.gov)

Roboto has been selected for titles, subtitles, and numbers for census.gov Web pages. **Lora** has been selected for body text. The typography adheres to specific requirements to ensure legibility and optimal display on different browsers.

Roboto	Lora
Titles, subtitles, and numbers	**Body text**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.	*The quick brown fox jumped over the lazy dog.*

Fonts for Print and Web Products

The **Gotham** font family as a sans serif type style and the **Chronicle** font family as a serif type style are the preferred fonts. These fonts will be used for all text. The art director or graphic artist will determine the appropriate typography styles for each project.

If the **Gotham** or **Chronicle** font families are not installed on your computer or compatible with your software program or platform, you may use the **Calibri** (sans serif) or **Cambria** (serif) font families. **Use these fonts on all of your internal and external communications materials, including slide decks and e-mail.**

The following pages provide samples of the fonts.

Primary Font Family

Gotham

Preferred Width

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Gotham Light (*Italic*)	• **Gotham Bold (*Italic*)**
• Gotham Book (*Italic*)	• **Gotham Black (*Italic*)**
• **Gotham Medium (*Italic*)**	• **Gotham Ultra (*Italic*)**

Gotham Narrow

Alternate Width

Gotham Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Gotham Narrow Light (*Italic*)	• **Gotham Narrow Bold (*Italic*)**
• Gotham Narrow Book (*Italic*)	• **Gotham Narrow Black (*Italic*)**
• **Gotham Narrow Medium (*Italic*)**	• **Gotham Narrow Ultra (*Italic*)**

Supporting Font Family
(Certificates, programs, special emphasis materials)

Chronicle

Chronicle Text Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titles, Subtitles, and Body Text

- Chronicle Text Roman (*Italic*)
- **Chronicle Text Semibold (*Italic*)**
- **Chronicle Text Bold (*Italic*)**

Chronicle Display

Headlines Only (16 points or more)

- Chronicle Display Light (*Italic*)
- Chronicle Display Roman (*Italic*)
- Chronicle Display Semibold (*Italic*)
- **Chronicle Display Bold (*Italic*)**
- **Chronicle Display Black (*Italic*)**

Acceptable Alternate Font Families

Calibri

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Calibri Light (*Italic*) • Calibri Regular (*Italic*)	• **Calibri Bold (*Italic*)**

Cambria

Cambria Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

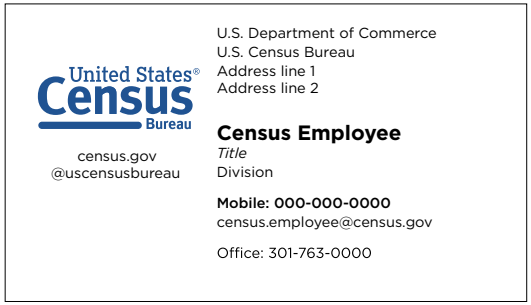
Body Text, Tables, and Graphs	Titles and Subtitles
• Cambria Regular (*Italic*)	• **Cambria Bold (*Italic*)**

CONTACT INFORMATION

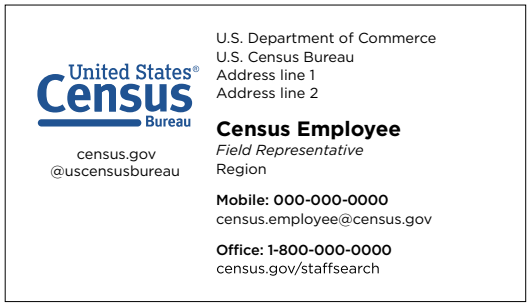
Business Card Guidelines

Census Bureau business cards include the Census Bureau logo and Web address. There are three options available, Standard, Field Regional Staff, and Field Representative. Visit the ACSD/Publication Services/Business Cards intranet page for information about requesting business cards based on the official templates.

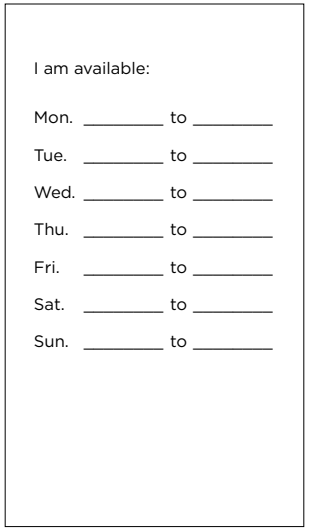
Standard card



Field Regional Staff card



Field Representative card



E-mail Signatures

The use of standard e-mail signature blocks is mandatory for desktop and mobile devices. Several templates have been designed to meet the need for flexibility in providing contact information. Signature blocks should not include information that is not pertinent to the Census Bureau mission; **personalized quotes or phrases are prohibited**. Visit the E-mail Signatures intranet page (within the Center for New Media/Corporate Identity and Branding page) for step-by-step instructions.

Sample E-Mail Signature

OWA

Your Name, Your Title
Your Division
U.S. Census Bureau
O: 301-763-0000 | M: 000-000-0000

census.gov | **@uscensusbureau**

iPhone

Your Name, Your Title
U.S. Census Bureau
Office/Branch/Division/Region
O: 000-000-0000 M: 000-000-0000

census.gov | **@uscensusbureau**

E-MAIL MARKETING

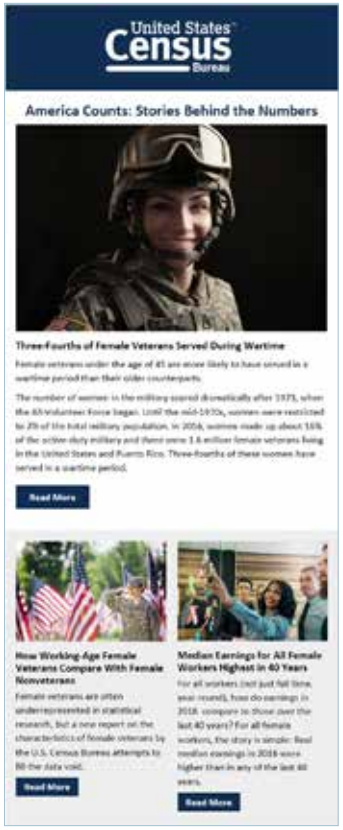
GovDelivery Template Improvements

- Mobile and tablet-friendly e-mail templates are designed to boost engagement, increase open and click rates. The drag and drop interface allows for easy customization.
- Incorporates the look and feel of ***census.gov***.
- Uses the Calibri font to ensure compatibility on the widest range of e-mail clients, Web browsers, and devices.
- Uses the best practices from the e-mail/digital marketing team.

Standard Template for Marketing

Mobile Monthly Newsletter

Standard Template for Press Releases



Mobile One-Column Newsletter

EXHIBIT STRUCTURES

Exhibits and Collateral Materials

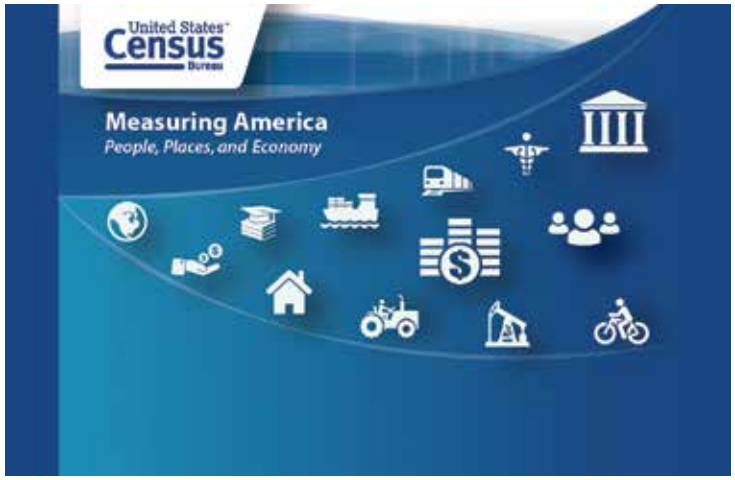
The Customer Liaison and Marketing Services Office (CLMSO) provides exhibit structures for use at Census Bureau sponsored events and conferences.

CLMSO staff will:

- Schedule and deliver all standard Census Bureau exhibit structures.
- Coordinate the design and procurement of new, program area-funded exhibit materials and the storage, shipment, replacements, and repairs.

Structures are available through the conferences and events program on a first-come, first-served basis.

Sample Portable Exhibit Structures



REPORTS

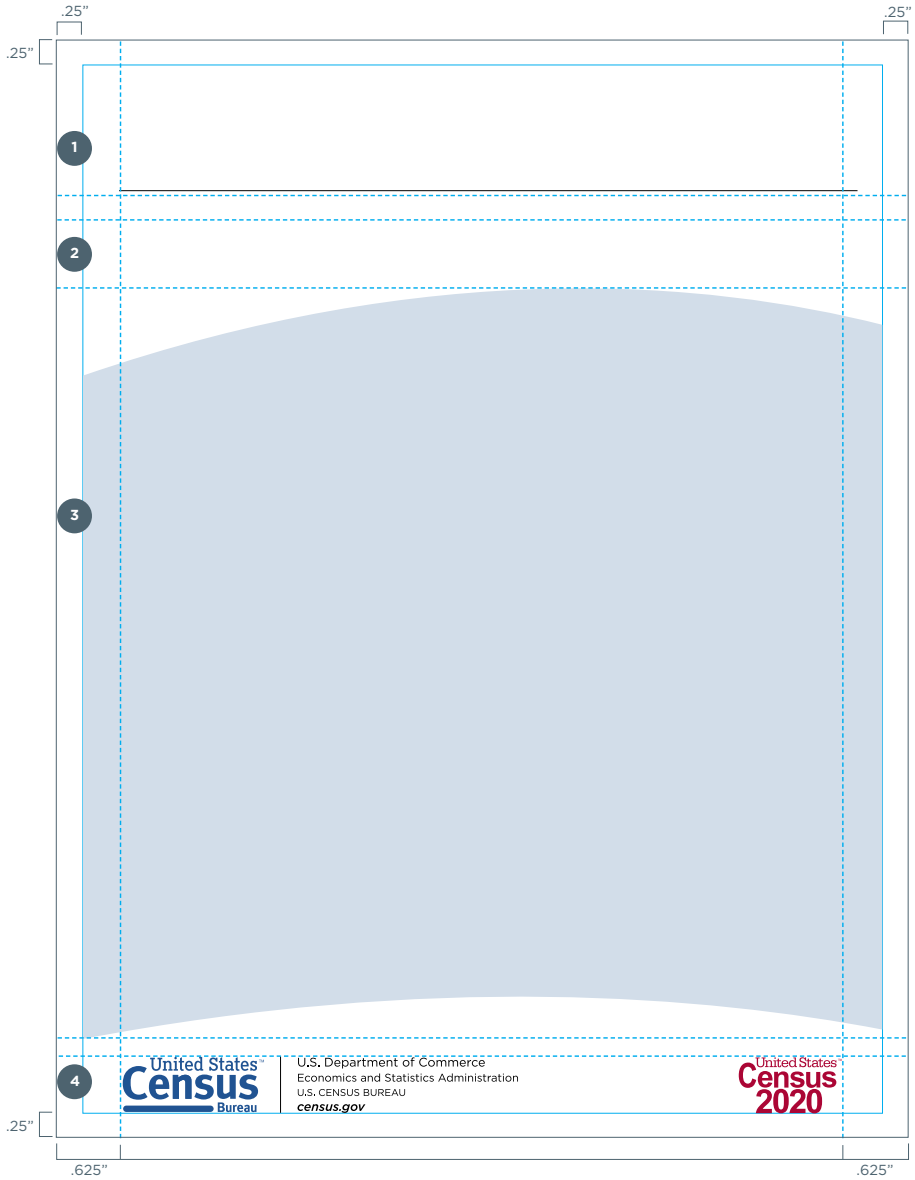
The Grid System

A grid system is used for all print and Web products to ensure an organized and consistent presentation. See next page for the sample.

Covers

As the basis of the report cover, the grid system determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its predetermined positions for the different elements, may not be altered.

1. **Report information panel**:
   The top part of the report cover is reserved for report information.
2. **Program and author information panel**:
   The center panel is reserved for program and author information.
3. **Design panel**:
   The design panel is for illustrating the report contents.
4. **Endorsement panel**:
   The bottom panel is reserved for the Census Bureau logo, other endorsements, and the Web address. The lockup and 2020 Census logo (when used) are positioned in consistent locations.


.25"
.25"
.25"
.25"
1
2
3
4
United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
United States Census 2020
.625"
.625"

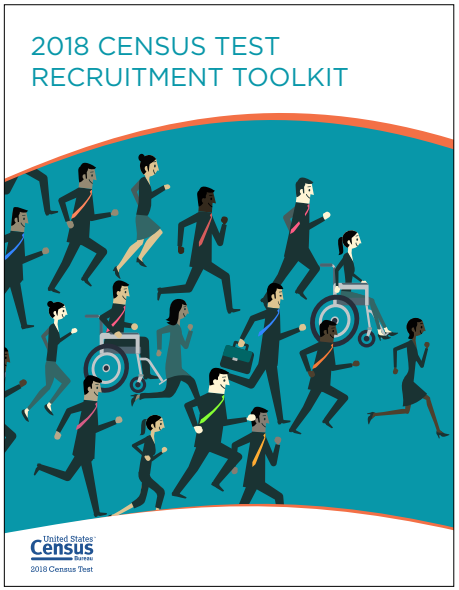
Text Sizes

The default text sizes are listed below. Adjustments may be made to the type sizes of the title and subtitle to accommodate the amount of text.

Report title and date	**Gotham Medium**, 22 pt/28 pt
Report subtitle	***Gotham Medium Italic***, 14 pt/20 pt, 50% black or white
Program title	**Gotham Bold**, 12 pt/13 pt, black or white
Program subtitle	***Gotham Medium Italic***, 12 pt/13 pt, 50% black or white
Author's name	**Gotham Medium**, 9 pt/13 pt, black or white
Issue date	**Gotham Medium**, 9 pt/11 pt, black or white
Publication number	**Gotham Medium**, 6 pt/8 pt, black or white

Imagery Placement

Imagery, such as photography or graphic elements, are placed in the imagery window (or arc). See examples below for both imagery and color variations. Adjusting the width of the imagery window for either a 0.25” border or bleed is done by scaling only the X axis by 105 percent to retain grid height.



Inside Pages

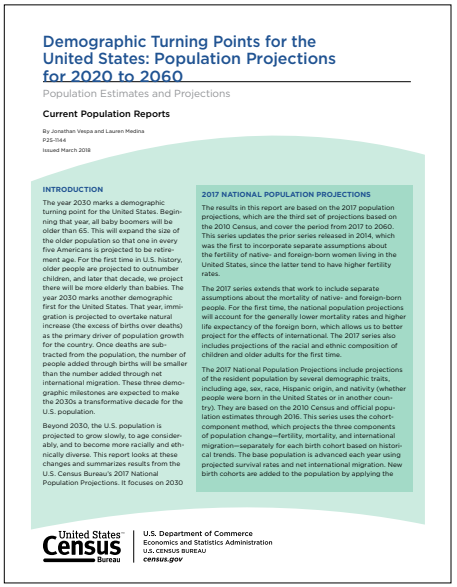
There are no grid or layout specifications for the inside pages of a publication. The only requirement is **U.S. Census Bureau** must appear in the footer of each page at no smaller than 6 points. The title of a report may appear in the footer on the outside margins with the page numbers, **U.S. Census Bureau** is aligned to the inside margins.

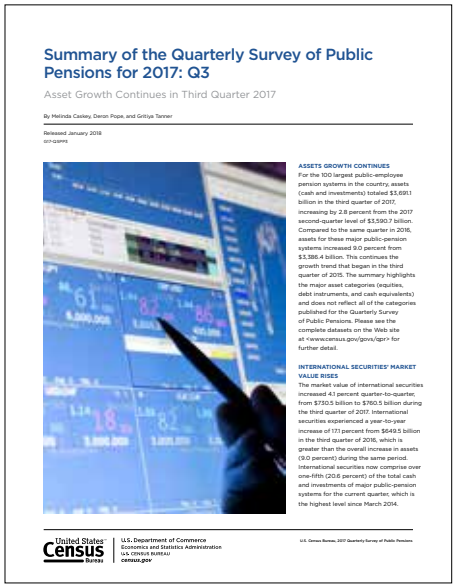
The **Gotham** font family should be used throughout the report.

SHORT REPORTS

The short report cover is organized similar to the basic report cover. The major difference is that the short report begins on the cover. Content conveyed by either text and/or graphs is positioned on the cover in the imagery arc (see below, left) or center panel for economic reports (see below, right).

As with the basic report cover, a grid is provided for the short report cover format. The **Gotham** font family should be used throughout the report.

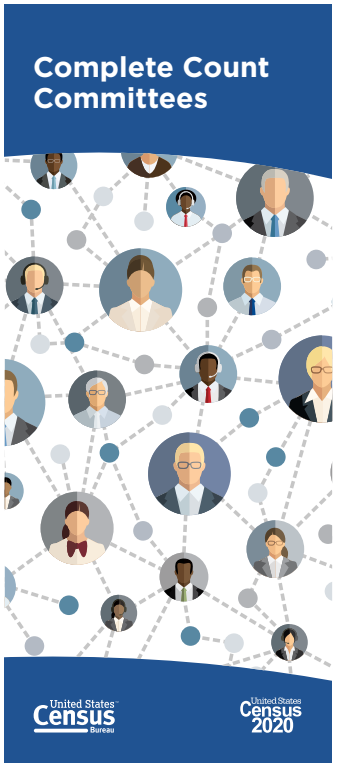




BROCHURES AND BOOKLETS

Trifold brochures and 5½ x 8½ inch booklets use an adjusted version of the grid system established for reports and short reports. The structure of the smaller grid for brochures and booklets determines how and where the information on the cover is placed. It dictates the location of cover elements (including text, images, and logos) and allows for an adequate gutter to accommodate folds.

The **Gotham** font family is used throughout brochures and booklets.



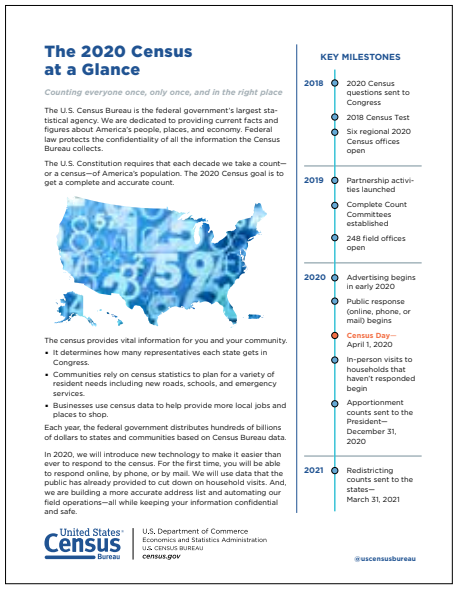
FACTSHEETS

Three factsheet templates have been designed to accommodate a range of content. The templates use the corporate colors and fonts and the logo is consistently placed on the lower left of the page. The arrangement of elements on the second page of the template is determined by the art director or graphic artist based on the amount of content.

Template 3 is available in Microsoft Word under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

Template 1

Template 2



Template 3

TEMPLATES

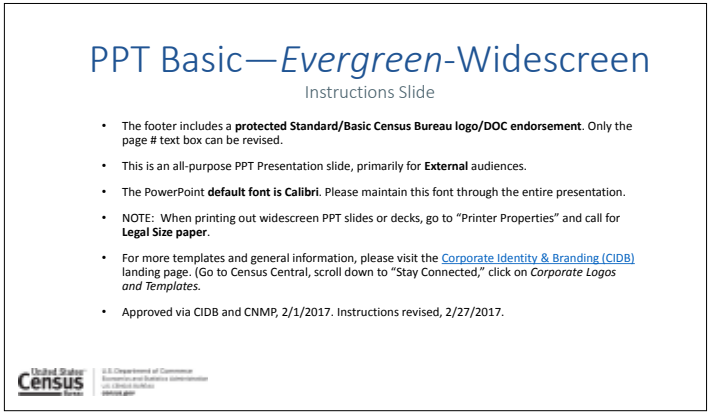
Some templates are available in the Microsoft Office 2016 Word and Powerpoint applications. These templates include the logo and corporate colors. Check for new templates as they become available.

In Powerpoint, the templates are loaded under **File/New/SHARED** in the **Census Templates** folder.

In Word, the templates are loaded under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

Products intended for wide distribution to the general public should be professionally designed and need to be reviewed through the Communications Directorate. Visit the Public Information Office's Graphic and Editorial Services Branch intranet page for more information.

Powerpoint Widescreen Template



PPT Basic—*Evergreen*-Widescreen

Instructions Slide

- The footer includes a **protected Standard/Basic Census Bureau logo/DOC endorsement**. Only the page # text box can be revised.
- This is an all-purpose PPT Presentation slide, primarily for **External** audiences.
- The PowerPoint **default font is Calibri**. Please maintain this font through the entire presentation.
- NOTE: When printing out widescreen PPT slides or decks, go to "Printer Properties" and call for **Legal Size paper**.
- For more templates and general information, please visit the Corporate Identity & Branding (CIDB) landing page. (Go to Census Central, scroll down to "Stay Connected," click on *Corporate Logos and Templates.*
- Approved via CIDB and CNMP, 2/1/2017. Instructions revised, 2/27/2017.

MS Word Letterhead Template

census.gov

MS Word Factsheet Template

U.S. Census Bureau at a Glance

Subtitle

LOREM IPSUM

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Illustration, photo, or text panel

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

@uscensusbureau

COPY, MESSAGING, AND USAGE

The Public Information Office (PIO) provides a repository of information for presenting who we are and what we do. The PIO talking points provide the "first words" to say about key Census Bureau topics.

The talking points have simple, high-level information that can be used as a resource for situations including:

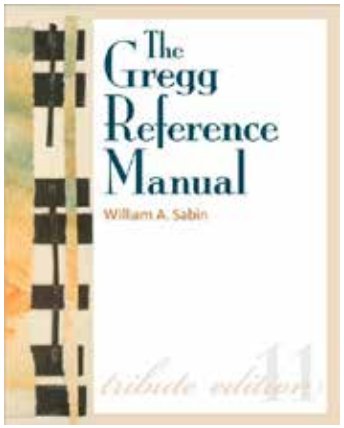
- Talking with stakeholders, conference attendees, or the media.
- Making presentations.
- Drafting other written material.

See the Public Information Office Talking Points intranet page for the copy and detailed guidance at <https://collab.ecm.census.gov/div/pio/intranet/PIOTP/Pages/default.aspx>. Check back often, as we grow and update our talking points inventory to maintain timeliness.

Census.gov features copy and messaging that have been vetted and approved before circulation in the public domain. Every piece of copy, messaging, and content may be used on other integrated communications materials and platforms.

PREFERRED STYLE GUIDE

In order to unify our communications materials, *The Gregg Reference Manual* (Eleventh Edition) by William A. Sabin (New York: McGraw-Hill, 2011) has been selected as the single source regarding usage. Everyone who writes, edits, or proofreads should have a copy available. The only exception is for materials being produced for the media. Per DOC guidance, the Associated Press Style Guide should be used in these instances.



The Plain Writing Act of 2010 requires that federal agencies use clear communication that the public can easily understand and use. Plain language must be used in any document that explains to the public the business, mission, or products of the agency. For more information on plain language, see <https://intranet.ecm.census.gov/sites/v2/futureon/dataclarity/plainlanguage/SitePages/Default.aspx>.

508 Compliance

Section 508 of the Rehabilitation Act requires all communications materials be available in accessible formats for individuals with disabilities. Contact the Graphic and Editorial Services Branch for PDF tagging.

CONTACTS

CENTER FOR NEW MEDIA AND PROMOTION
301-763-1911

Promotions Branch

Web and New Media Branch

CUSTOMER LIAISON AND MARKETING OFFICE
301-763-4636

Customer Engagement and Analytics Branch

PUBLIC INFORMATION OFFICE
301-763-3030

Graphic and Editorial Services Branch

Internal Communications Branch

Media Relations Branch

APPENDIX A

Mail—Envelopes

Photo Policy

MAIL—ENVELOPES

Addressing Mail

The Postal Service defines a ***complete address*** as one that has all the address elements necessary to allow an exact match with the current Postal Service ZIP+4 and City State files to obtain the finest level of ZIP+4 and delivery point codes for the delivery address.

A ***standardized address*** is one that is fully spelled out, abbreviated by using the Postal Service standard abbreviations (shown in this publication) or as shown in the current Postal Service ZIP+4 file.

ABC MOVERS
1500 E MAIN AVE STE 201
SPRINGFIELD VA 22162-1010

Recipient Line
Delivery Address Line
Last Line

MR JOHN DOE
123 MAGNOLIA ST
HEMPSTEAD NY 11550-1234

Address Block

Format all lines of the address with a uniform left margin. Uppercase letters are preferred on all lines of the address block.

Common Designators

The most common unit designators are:

APARTMENT	**APT**
BUILDING	**BLDG**
FLOOR	**FL**
SUITE	**STE**
UNIT	**UNIT**
ROOM	**RM**
DEPARTMENT	**DEPT**

Pound Sign (#)

If the pound sign (#) is used, there must be a space between the pound sign and the secondary number.

425 FLOWER BLVD # 72

Attention Line

The Attention Line is placed above the Recipient Line, that is, above the name of the firm to which the mailpiece is directed.

JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

ATTN JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

Punctuation

With the exception of the hyphen in the ZIP+4 Code, punctuation may be omitted in the delivery address block.

MR. WALTER W. WITHERSPOON JR.
MDM ENTERPRISES, INC.
1401 S. MAIN ST.
PLUMMER'S LANDING, KY 41081-1411

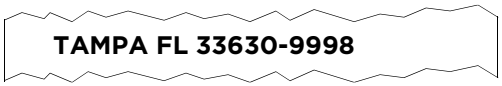
Acceptable

MR WALTER W WITHERSPOON JR
MDM ENTERPRISES INC
1401 S MAIN ST
PLUMMER'S LANDING KY 41081-1411

Preferred

Format

Format the Last Line with at least one space between the city name, two-character state abbreviation, and ZIP+4 Code.



Note: Two spaces are preferred between the state abbreviation and ZIP+4 Code.

Sample Envelopes With Logo Placement

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
4600 Silver Hill Road
Washington DC 20233

OFFICIAL BUSINESS
Penalty for Private Use $300

BC-335A (1-2006)

United States® Census Bureau

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

BC-335A (1-2006)

United States® Census Bureau

Business Reply Mail Layout Guidelines (505.1.5)

Company Logo: For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than ⅝ inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

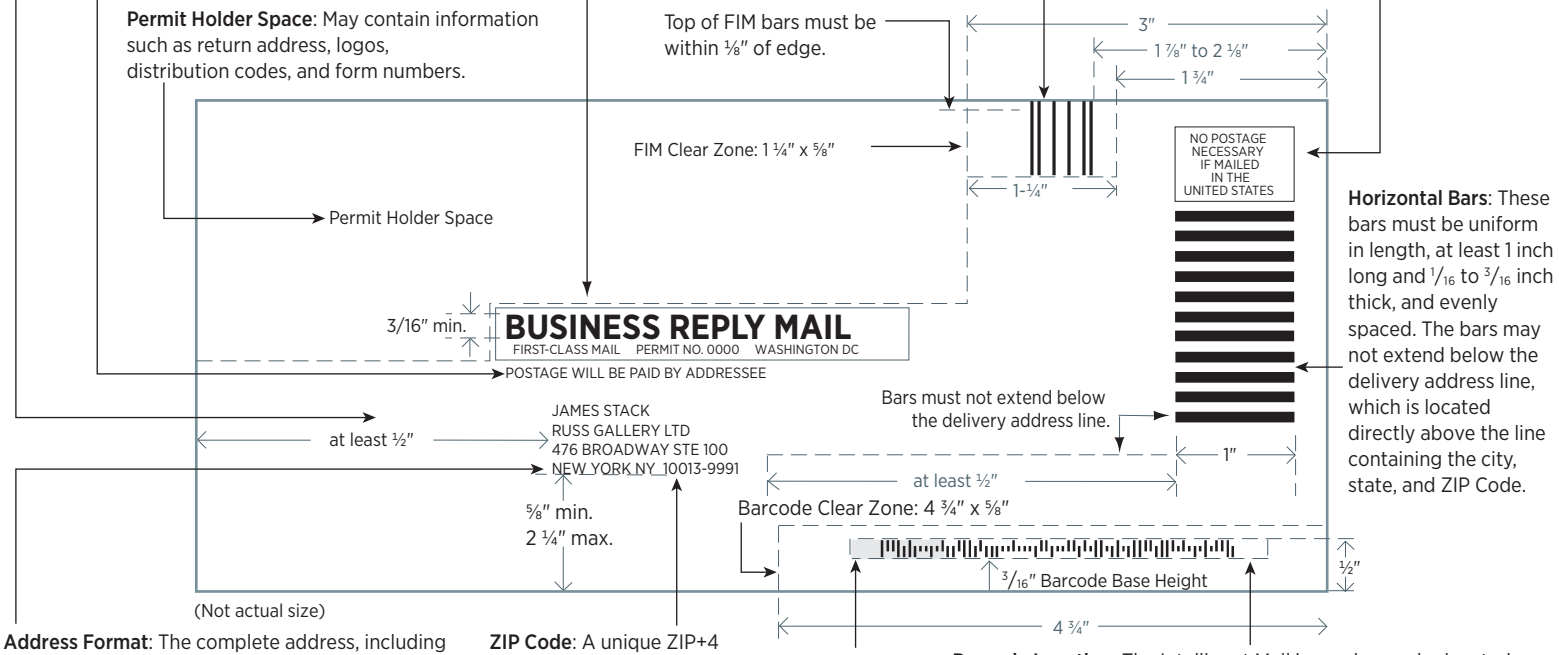
Postage Paid Line: Place the endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

Permit Holder Space: May contain information such as return address, logos, distribution codes, and form numbers.

Business Reply Legend: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing Post Office (city and state) in capital letters.

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between ½ and ¾ inch high and 0.03125 inch (1/32 inch) (± 0.008 inch) wide.

Postage Imprint: "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece and must not extend more than 1 ¾ inches from the right edge.



Horizontal Bars: These bars must be uniform in length, at least 1 inch long and 1/16 to 3/16 inch thick, and evenly spaced. The bars may not extend below the delivery address line, which is located directly above the line containing the city, state, and ZIP Code.

Address Format: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece.

ZIP Code: A unique ZIP+4 code is assigned to each piece.

Leftmost bar must fall between 4 ¼" and 3 ½" from right edge.

Barcode Location: The Intelligent Mail barcode may be located here or in the address block. The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local Post Office.

Before printing, submit proofs of BRM samples to your local Post Office for advice and approval. Take advantage of this service—it could save you money. Qualified Business Reply Mail pieces must be approved by the USPS before printing.

Dimensions: Between 3 ½ by 5 inches and 6 ⅛ by 11 ½ inches. To qualify for the card price, cards must be between 3 ½ by 5 inches and 4 ¼ by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are mailable, but they are charged at First-Class Mail letter price.

Barcoded pieces measuring more than 4 ¼ inches high or 6 inches long must be at least 0.009 inch thick.

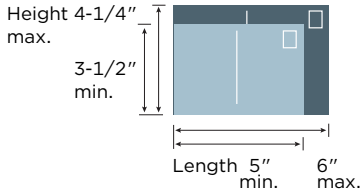
- Additional standards apply to QBRM pieces (505.1.3).
- A surcharge is assessed for nonmachinable letters (101.1.2).

Ink/paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local Post Office for guidance.

All letter-size reply cards and envelopes (Business Reply Mail, Courtesy Reply Mail, and meter reply mail) provided as enclosures in automation First-Class Mail, Periodicals, and USPS Marketing Mail must meet the standards in 201.3.0.

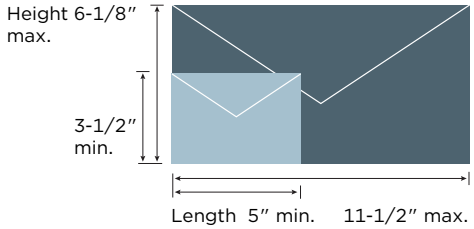
Quick Reference—Domestic

Postcards



Shape	Size		Price
	Minimum	Maximum	$0.34
Length	5 inches	6 inches	
Height	3-1/2 inches	4-1/4 inches	
Thickness	0.007 inch	0.016 inch	

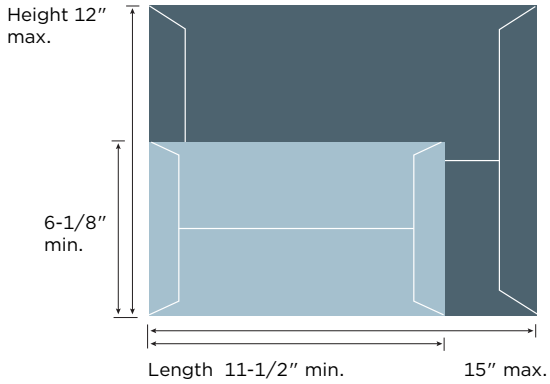
Letters



Shape	Size		Price		
	Minimum	Maximum	Weight Not Over (oz.)	Stamped	Metered
Length	5 inches	11-1/2 inches	1	$0.47	$0.465
Height	3-1/2 inches	6-1/8 inches	2	0.68	0.675
Thickness	0.007 inch	1/4 inch	3	0.89	0.885
			3.5	1.10	1.095

Letters that meet one or more of the nonmachinable characteristics in DMM 101.1.2 are also subject to the $0.21 nonmachinable surcharge

Large Envelopes (Flats)



Shape	Size		Price	
	Minimum*	Maximum	Weight Not Over (oz.)	Price
Length	11-1/2 inches	15 inches	1	$0.94
Height	6-1/8 inches	12 inches	2	1.15
Thickness	1/4 inch	3/4 inch	3	1.36
			4	1.57
			5	1.78
			6	1.99
			7	2.20
			8	2.41
			9	2.62
			10	2.83
			11	3.04
			12	3.25
			13	3.46

* Flats exceed at least one of these dimensions.

Pieces that are rigid, nonrectangular, or not uniformly thick pay parcel prices.

PHOTO POLICY

The Public Information Office (PIO) maintains a stock photography subscription to provide still images and illustrations for communications products. PIO ensures that images are appropriate, adhere to contractual terms for duplication and distribution, and are reviewed and approved to meet Census Bureau communications standards.

The PIO can arrange photographic coverage of various activities and events through the use of our staff photographer or through the contracts for professional photography that we maintain**.** A collection of stock photographs of Census Bureau buildings, staff, and operations can be found at <http://cww.census.gov/pio/pio_services.html>.

Requests for image downloads from PIO

Submit a request for digital images and stock photography using the Census Document Ordering System (**CENDocS**). The system is available on **Census Central** under the **Admin Services** drop down menu. Log in with your jamesbond ID and network password. (A CBS account is required. If you don't already have a CBS account, contact your division's CBS Coordinator to request a CBS account for access to CENDocS.)

Under the **Order** tab select **New Order**, then select, **Graphic Design** under the **Publication Services** heading.

Fill out REQUEST DETAILS. Leave DOCUMENT SPECIFIC DETAILS blank. There is a dialog box at the bottom of the form (**Other Instructions**) for information about your project and to enter the type of image files needed for download.

For users that have been provided "View Only" access to our image collections subscription, provide the Board Name and Collaborators link in "Other Instructions."

To get viewing access to PIO's stock photography subscription, submit your name and e-mail address to pio.graphic.and.editorial.services.list@census.gov. A guide and search instructions will be forwarded to you when your access is set up.